

ROLE PROFILE

Position Title: Senior Manager Product Portfolio Value Management	Reporting to: Senior Director Product Hub
Business Unit: Business	
Division: Product Hub	Department: Product Portfolio Value Management

A. ROLE AND CONTEXT

<p>Purpose: The SM Portfolio Value Management (PVM) role is part of the management team of Product Hub division, charged with transforming product practice. It is responsible for developing and executing market strategies for positioning and packaging Ooredoo Business's products and services. It includes working on a segmented (possibly also micro-segmented) approach covering vertical and horizontal target markets by creating marketing plans in collaboration with other departments for successful product launches and market penetration. The role acts in a two-way format, firstly collaborating with the product team on pushing established products, either individually or as part of joint offerings tailored to specific segments, and secondly providing "demand" from market for product features and evolution, relying also on the Product Intelligence team and contact to Base Management. Particularly in the latter aspect, the SM PVM is assigned to advocate the specific demands of the SMB market for which Ooredoo is giving focus through this role.</p>	<p>Functional Context: Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Product Hub focuses on productizing mass-market products and services moving forward, while the newly established Business Solutions unit specializes in customized solutions, using products from the hub as foundational elements and forming direct partnerships for unique service integrations. Product Portfolio Value Management develops and executes strategies that effectively bring the products and services of Ooredoo Business to the market. It is responsible to increase the company's products market share, drive revenue and growth, and enhance Ooredoo's competitive position in the market with a special attention to the SMB market. It also concentrates the know-how and authority in product packaging and marketing, serving as internal consultant and knowledge multiplier for product management team. Specifically regarding the SMB segment, the department assumes strong ownership role, challenging the product management team into creating the product traction for the SMB segment in response to the market demand and SMB Accounts team.</p>
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> Define and implement product marketing strategy for OQ B2B products and services with a targeted emphasis on the SMB segment to stimulate adoption, enhance engagement, and foster growth. Develop and execute product packaging and positioning plans to effectively reach target customers. Develop customer value propositions, with competitive positioning messaging, to differentiate and enhance new product and service experiences, including product marketing material and related communication. Spearhead Go-to-Market strategy and messaging for new and existing products and associated solutions through product positioning, launch planning, sales enablement, and marketing campaigns. Lead the development of a comprehensive product marketing plan focused on target market (verticals) especially focusing SMB segment. Craft compelling product positioning and messaging that resonates with B2B customers, leveraging market insights and customer research. Lead the creation of B2B marketing materials and collateral, including presentations, case studies, whitepapers, website content, and sales enablement materials. Demonstrate a deep understanding of digital marketing (SEO, SEM, social media, email marketing, analytics) and its application in B2B marketing. Oversee the development of product packaging, bundling, retention, and promotion strategies. Drive rollout of product launches, orchestrating marketing campaigns, tailored content, and messaging to align with diverse client needs and buyer personas within the OQ B2B market.
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<ul style="list-style-type: none"> Monitor product performance post-launch and make necessary adjustments to meet objectives. Prioritize the SMB segment with target positioning and messaging that drives acquisition, conversion, and expansion. Establish and track product key performance indicators (KPIs) to measure the success of product strategies. Utilize data analytics tools to analyze marketing performance, identify trends, and make data-driven decisions to optimize marketing strategies and feedback to product management where relevant. Iterate and optimizing product marketing programs based on insights from performance metrics, customer feedback, and market dynamics. Collaborate with cross-functional teams including product management and sales to ensure alignment and integration of marketing initiatives into business strategies and initiatives. Collaborate with Product Portfolio Management and Product Intelligence, for instance, to ensure a cohesive approach across customer insights, messaging alignment, product launches, and ongoing monitoring and feedback loops for products. Partner with Business Accounts (Base Management, especially SMB) and Business Solutions (Professional Services) to ensure alignment on marketing communications, sales efforts, foster lead generation, and support the sales pipeline with marketing initiatives. Collaborate with CX to execute market strategies aimed at optimizing the positioning and packaging of B2B products. Act as the representative for the SMB segment within the product hub, ensuring their needs and feedback are addressed based on segment and product targets combined.
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C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: Yes Direct People Management Responsibility: Yes	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Vendors

D. KEY PERFORMANCE INDICATORS (KPI)

<ul style="list-style-type: none"> Market Penetration Rate: Percentage increase in market share within targeted verticals, especially in the SMB segment, after implementing the marketing plan. Lead Generation: Number of qualified leads generated from marketing initiatives and campaigns focused on targeted verticals. Conversion Rate: Percentage of leads converted to customers as a result of tailored messaging and marketing efforts. Product Launch Success Rate: Percentage of product launches that meet or exceed predefined sales and engagement targets within the first six months. Retention Rate: Percentage of customers retained over a specified period following the implementation of retention initiatives and promotional campaigns. Marketing ROI: Return on investment from marketing campaigns, calculated as the revenue generated compared to the marketing spend.
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E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. Proven expertise in product marketing in the telco or ICT provider including online marketing. Experience in SMB segment product management, sales, or marketing are highly advantageous. Desirable experience includes working within Ooredoo Qatar's key verticals, such as the oil industry or banking, particularly in strategic purchasing or technology management roles.	Minimum Entry Qualifications Bachelor's Degree in Marketing or Business Administration or Similar Preferred Certifications / Other Qualifications Any Relevant Certification		
Technical Competencies	Required Level	Behavioural Competencies	Required Level

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PRODUCT DEVELOPMENT & MANAGEMENT	Advanced	Building Customer Value	Intermediate
CUSTOMER EXPERIENCE	Advanced	Delivering Results & Fostering Collaboration	Intermediate
CUSTOMER VALUE MANAGEMENT	Advanced	Shaping Strategy	Intermediate
PROJECT MANAGEMENT	Advanced	Driving Change	Basic
GO TO MARKET	Expert	Networking and Influencing Collaboratively	Basic
		Leading Teams	Basic
Competency Level (Reference Range)	Basic	Intermediate	Advanced
	Low	>----->	>----->High